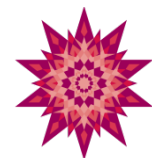




Coming Out On Top

SEO & SEM



Spark
COMMUNICATIONS™

Travel Search Experts



Kyle Jackson
Director of Search & Social
Spark



Kelly Ramirez
Google, Travel



Agenda

Everyone is Searching

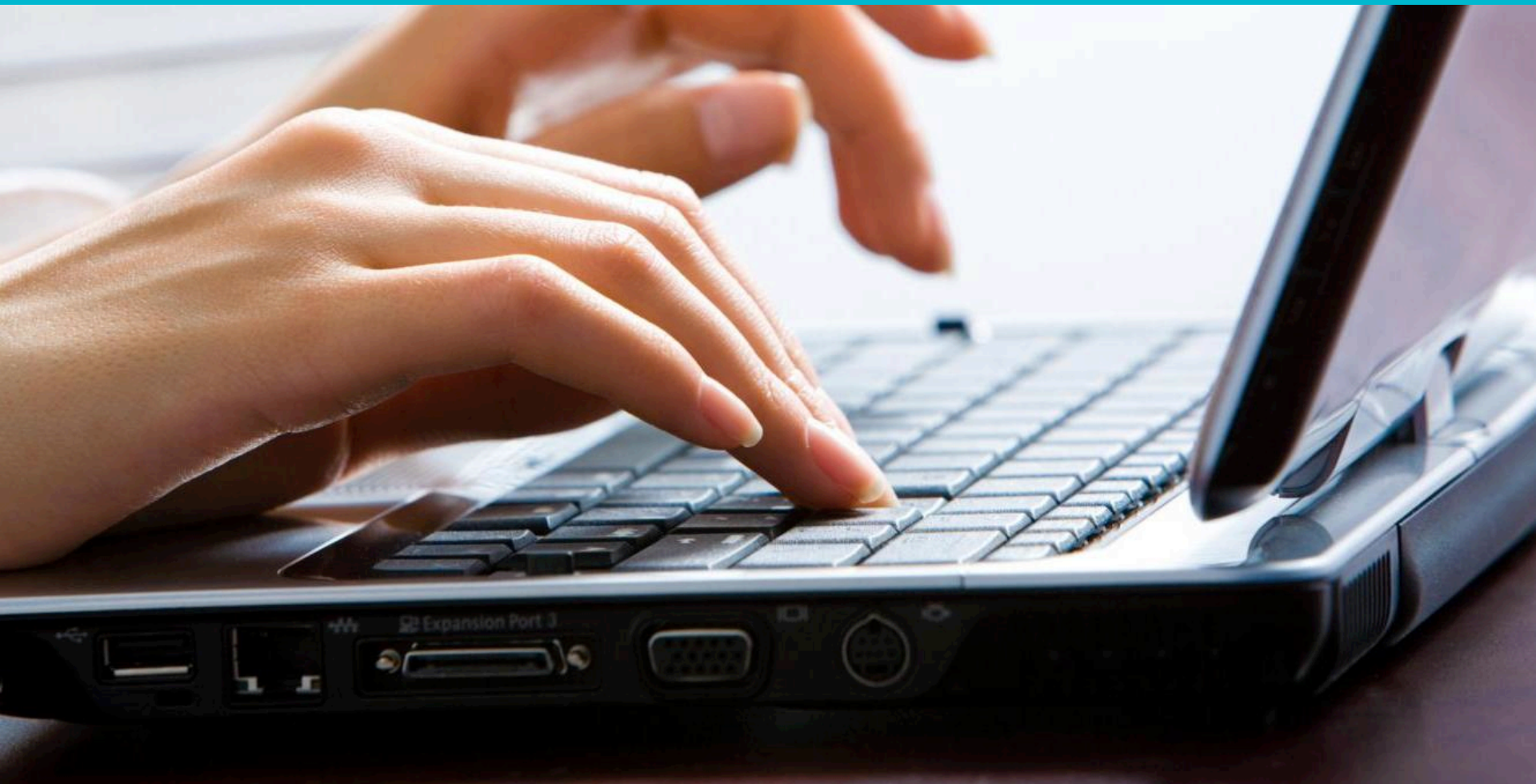
Search Trends in Travel for 2013

Winning the Zero Moment of Truth

SEM Toolkit: Implementation Tips & Resources



Everyone is Searching



Search is One of the Most Popular Online Activities

A light gray world map serves as the background for the central text. The map shows the outlines of continents and countries.

1B+

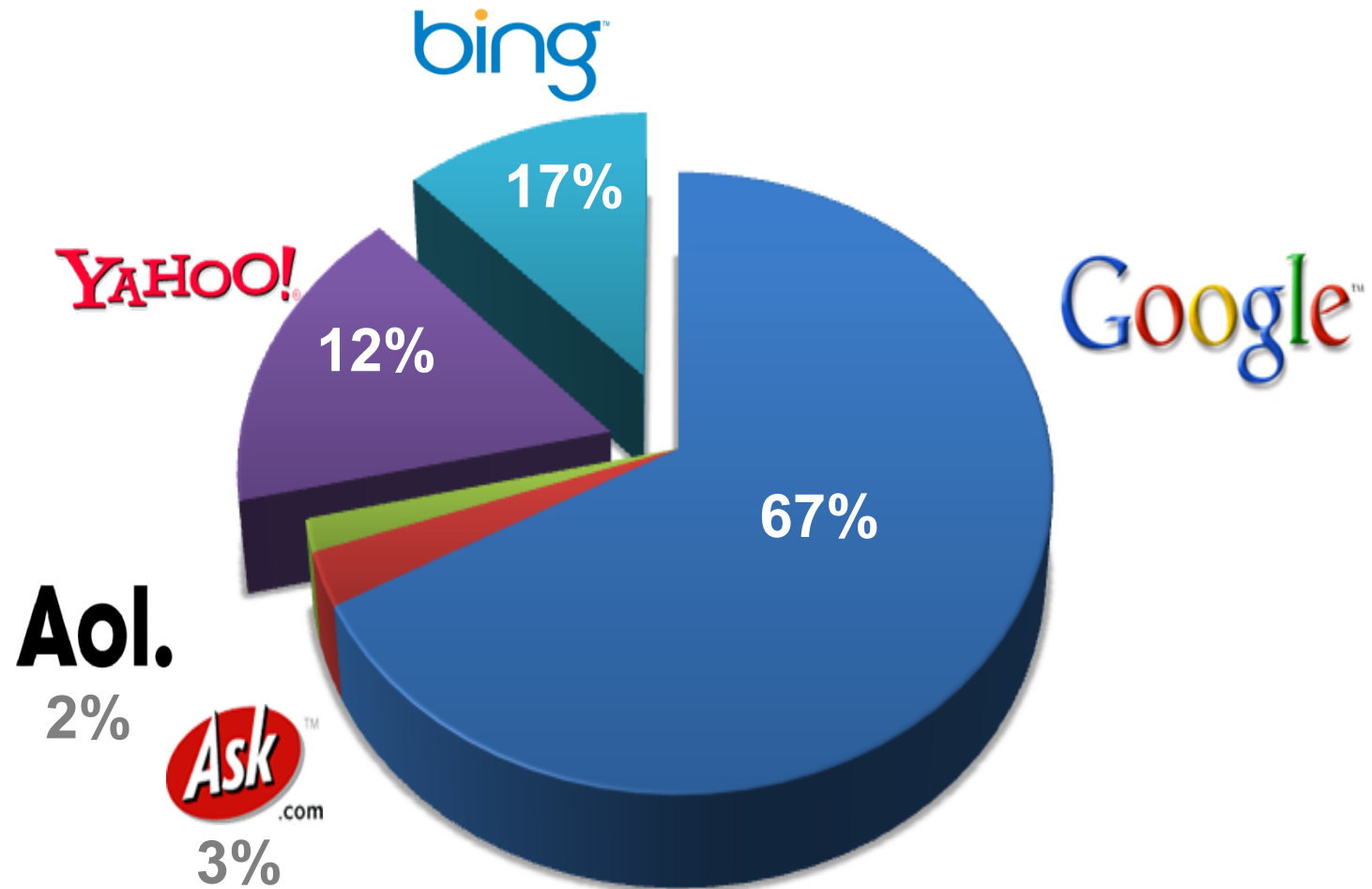
More than **a billion searches a day worldwide** –
more than half come from outside the US

18.2B

In December 2012, 18.2 billion searches were
conducted in the US alone – **2 in 3 on Google**



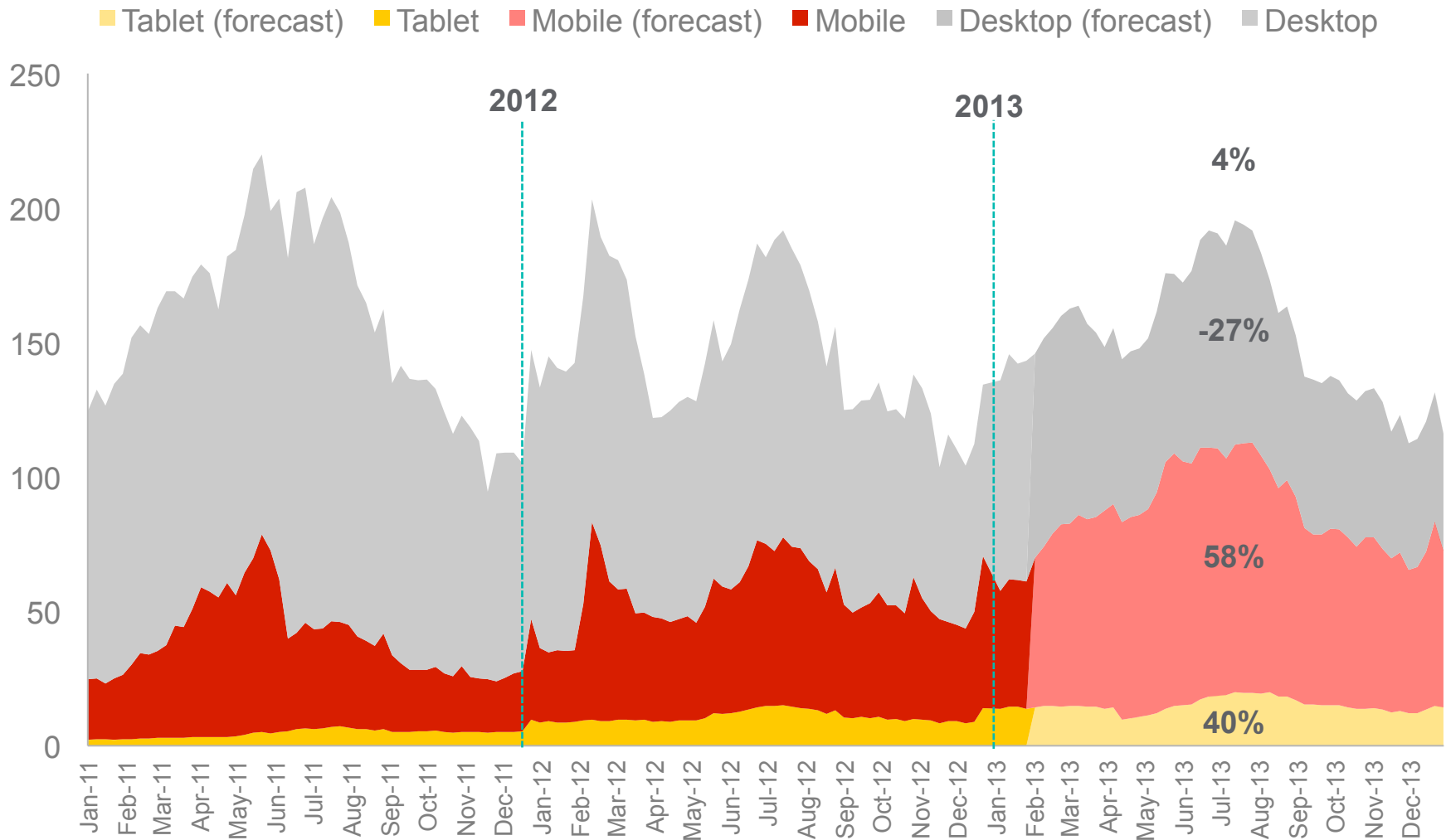
Where Are People Searching?



SOURCE: comScore Jan 2013



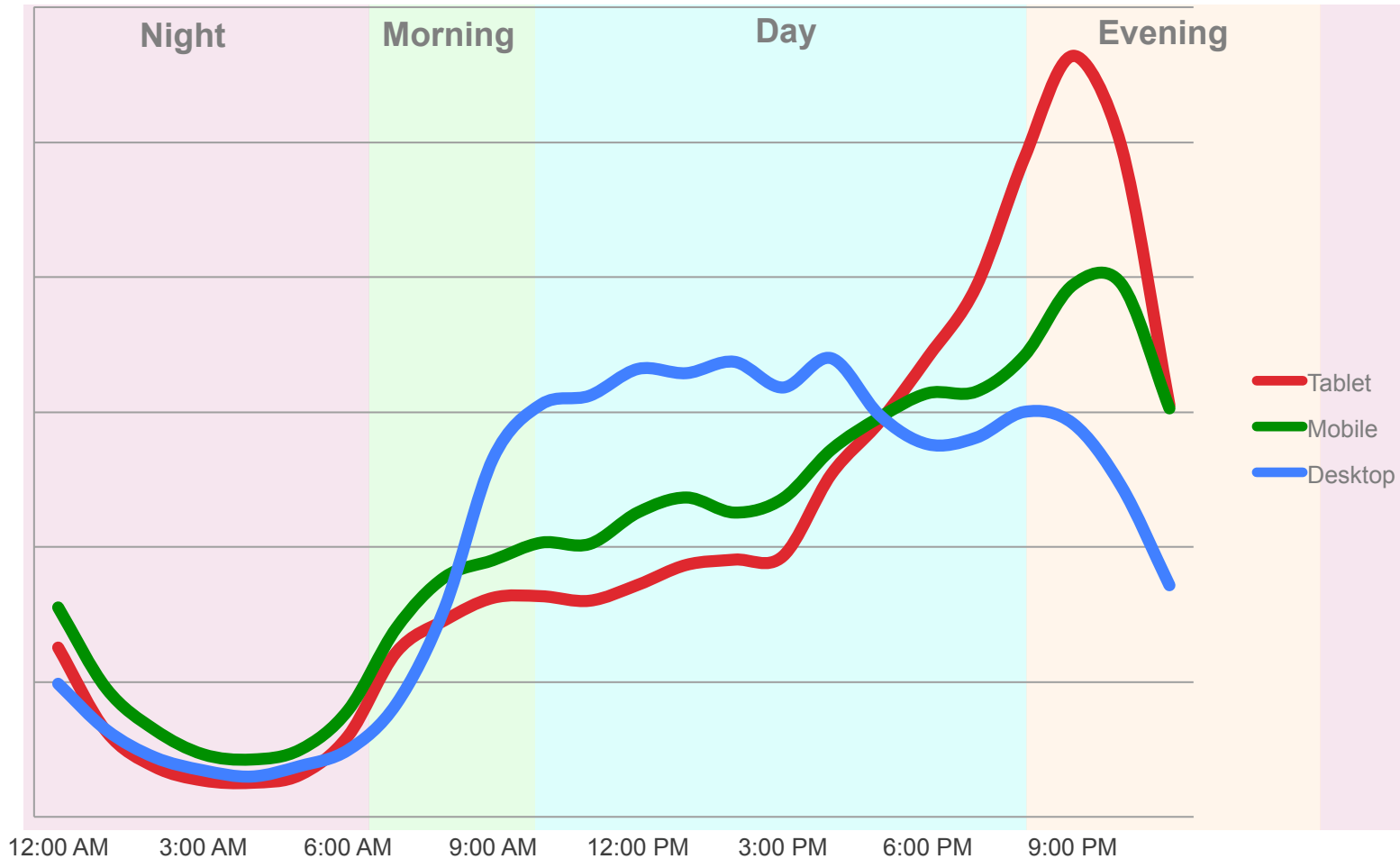
Query Volume for Hotel Terms on Google.com



Source: Google internal. "Forecast" is an extrapolation of past events.

People are Searching on All Devices

Hourly Distribution of Searches by Device Type

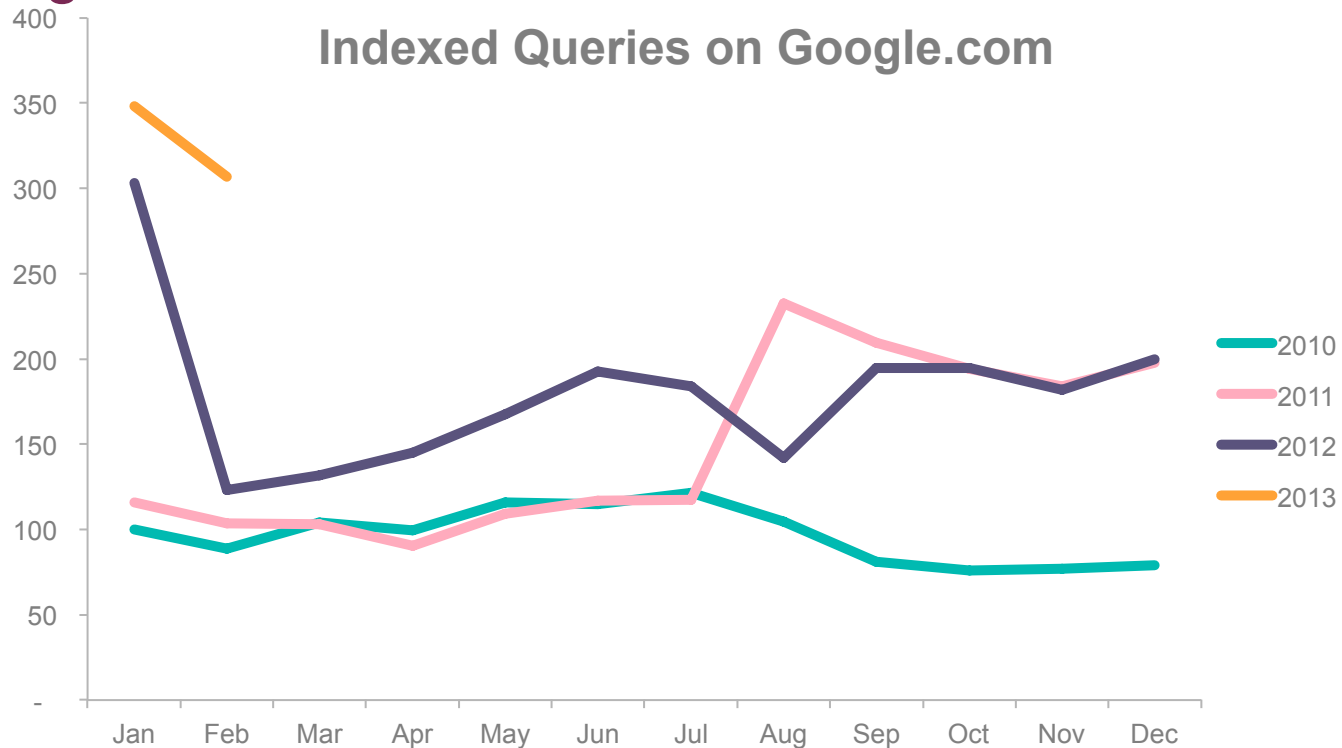


*Highest percentage of use by each device type



Interest in Montana Vacations is Increasing

- 22% YoY Growth from 2011 to 2012
- Boost in queries started summer 2011, continue to be strong



Consumers Trust Brands on Search Results Page

40% of consumers believe companies whose websites are at the top of the search page are the top brands in their field

The screenshot shows a Google search for "montana bed and breakfasts". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar are tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 667,000 results (0.33 seconds)". The search results are divided into two columns. The left column is highlighted with a red border and contains four results. The right column contains three results. The first result in the left column is "Montana Bed & Breakfasts - BnBfinder.com" with the URL "www.bnbfinder.com/" and the text "Bed and Breakfasts in Montana Gift Certificates Available". The second result is "Montana Bed And Breakfasts - Enjoy All Montana Has to Offer" with the URL "www.wintermt.com/" and the text "Plan Your B&B Vacation Today! Hotels & Motels - Bed & Breakfast - Lodges - Resorts". The third result is "Montana Bed And Breakfast - bozeman-vossinn.com" with the URL "www.bozeman-vossinn.com/" and the text "Plan a Winter Escape & Relax in Victorian Style, 6 Rooms W/Baths". The fourth result is "Montana Bed and Breakfast Association: Premiere Big Sky Lodging ..." with the URL "www.mtbba.com/" and the text "Explore the finest bed and breakfast inns all across Montana - each inspected & approved by the MTBBA of Montana. Find a B&B - Montana Retreat Locations at ... - Specials & Packages - Membership". The first result in the right column is "Montana Inns" with the URL "www.bedandbreakfast.com/" and the text "Find a B&B or Inn. Search from 50,000 photos, guest reviews, more!". The second result is "Montana" with the URL "www.tripadvisor.com/Hotels" and the text "★★★★★ 90 reviews for tripadvisor.com 510 Montana Hotels Find Deals and Book Now! 1,356,427 people +1'd or follow TripAdvisor". The third result is "Montana Bed And Breakfasts" with the URL "www.kayak.com/Bed_and_Breakfast" and the text "Low Rates at Bed and Breakfasts. Compare B&Bs and Save 529,642 people +1'd or follow KAYAK".

Google

montana bed and breakfasts

Web Images Maps Shopping More Search tools

About 667,000 results (0.33 seconds)

Ads related to **montana bed and breakfasts**

Montana Bed & Breakfasts - BnBfinder.com
www.bnbfinder.com/
Bed and Breakfasts in Montana Gift Certificates Available

Montana Bed And Breakfasts - Enjoy All Montana Has to Offer
www.wintermt.com/
Plan Your B&B Vacation Today!
Hotels & Motels - Bed & Breakfast - Lodges - Resorts

Montana Bed And Breakfast - bozeman-vossinn.com
www.bozeman-vossinn.com/
Plan a Winter Escape & Relax in Victorian Style, 6 Rooms W/Baths

Montana Bed and Breakfast Association: Premiere Big Sky Lodging ...
www.mtbba.com/
Explore the finest **bed and breakfast** inns all across **Montana** - each inspected & approved by the MTBBA of **Montana**.
Find a B&B - Montana Retreat Locations at ... - Specials & Packages - Membership

Ads

Montana Inns
www.bedandbreakfast.com/
Find a B&B or Inn. Search from 50,000 photos, guest reviews, more!

Montana
www.tripadvisor.com/Hotels
★★★★★ 90 reviews for tripadvisor.com
510 **Montana** Hotels
Find Deals and Book Now!
1,356,427 people +1'd or follow
TripAdvisor

Montana Bed And Breakfasts
www.kayak.com/Bed_and_Breakfast
Low Rates at **Bed and Breakfasts**.
Compare B&Bs and Save
529,642 people +1'd or follow KAYAK

Where Do Paid Search Ads Appear?

Paid Search
Ads



Organic
Search
Listings

A screenshot of a Google search for 'montana activities'. The search bar shows 'montana activities' and the results are categorized under 'Web'. The top section, highlighted with an orange border, contains paid search ads. The bottom section, highlighted with a teal border, contains organic search listings. The right sidebar also contains organic search listings.

Google montana activities

Web Images Maps Shopping News More Search tools

About 42,900,000 results (0.26 seconds)

Ads related to **montana activities**

Montana Vacations 1 (855) 417 5359
www.flyingpigrafting.com/
All Inclusive Packages Available! Plan Your Trip to **Montana** Today

Big Sky MT Vacation - Luxury Lodge, Exceptional Dining
www.rainbowranchbigsky.com/
Located in Big Sky, **Montana**

Montana Worksheets
www.lessonplanet.com/Montana
Creative Ways to Teach **Montana**.
Get a Lesson Planet® Free Trial.
260 people +1'd or follow Lesson Planet

Tourist Attractions in Montana
www.resortsandlodges.com/
Official Resort & Lodge Review Site
- **Montana** Resorts, Hotels, & Cabins

Visit Montana
www.wintermt.com/
Explore Ski Slopes, Parks & More.
Plan Your Winter Adventure Today!

Montana Whitewater Trips
www.riverwild.com/
Wild, Wet and Totally Fun!
Whitewater Rafting at Glacier Park

[See your ad here »](#)

Outdoor Activities - Visit Montana
visitmt.com/experiences
For travelers seeking to recharge in the great outdoors, **Montana** is the promised land. The challenge is where to start. Raft, canoe or kayak on **Montana's** storied ...

Official State of Montana Vacation, Recreation, Accommodations ...
www.visitmt.com/
Information and tips for travel, adventure, recreation, visiting and vacation in **Montana**.
FREE Montana guidebook - Places To Go - Places to Stay - National Parks

Montana Fish, Wildlife & Parks :: Activities
fwp.mt.gov/recreation
Montana is a perfect place to enjoy the great outdoors! From its majestic mountains to its rolling plains, **Montana** offers areas to hike, bike, ride, fish, float, and ...

Activities in Montana - Lonely Planet
www.lonelyplanet.com/montana
Lonely Planet travellers are voting for the best **activity** in **Montana**. #1 Chico Hot Springs, #2 Big Sky Resort, #3 Bozeman Hot Springs, #4 Bridger Bowl Ski Area, ...



What Is SEO

A process of making a site and its content highly relevant for both search engines and searchers

Successful search marketing helps a site gain top positioning for relevant words and phrases

www.visitmt.com



www.visitmt.com

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional"
<html xmlns="http://www.w3.org/1999/xhtml">
  <head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <meta name="Description" content="Information and tips for travel, adventure, recreation, visiting and v
    <meta property="fb:page_id" content="49362716142" />
    <meta name="Keywords" content="Montana Travel Planning, Places to stay, lodging, accommodations, vacat
    billings, missoula, big sky, butte, bozeman, livingston, whitefish, kalispell" />

    <title>Official State of Montana Vacation, Recreation, Accommodations and Travel Information Website</t

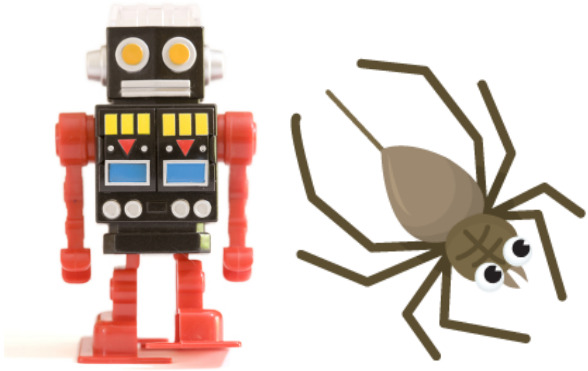
    <link href="/homepageelements2.css" rel="stylesheet" type="text/css" media="screen" />
    <link href="/engine1/style.css" rel="stylesheet" type="text/css" media="screen" />

    <!-- include start -->
  <!-- begin top nav -->
  <link rel="shortcut icon" href="/favicon.ico" type="image/x-icon" />
  <link href="/print.css" rel="stylesheet" type="text/css" media="print" />
  <link href="/bodyplusnavelements.css" rel="stylesheet" type="text/css">
  <link href="/stylesfloating.css" rel="stylesheet" type="text/css" />
  <script type="text/javascript">
  <!--
function MM_preloadImages() { //v3.0
  var d=document; if(d.images){ if(!d.MM_p) d.MM_p=new Array();
  var i,j=d.MM_p.length,a=MM_preloadImages.arguments; for(i=0; i<a.length; i++)
  if (a[i].indexOf("#")!=0){ d.MM_p[j]=new Image; d.MM_p[j++].src=a[i];}}
}

function MM_swapImage() { //v3.0
```

How Do Search Engines Work

Search Engines use software called Bots or Spiders to scour the web



These Bots and Spiders find new websites and web pages by following links on a web page



...and the Search Engine stores this data into a huge library called an Index



Once they find a web page, they “read” the text-based content...



Top 4 SEO Tips For Your Websites

**COMPLETE
META
DATA**

TITLE
DESCRIPTION
KEYWORDS

**RELEVANT
KEYWORDS
IN COPY**

STAY FRESH

**LIMIT
YOUR USE
OF FLASH**

**CONFIRM
YOU HAVE
A
SITEMAP**

<http://googlewebmastercentral.blogspot.com/>



Where Do Paid Search Ads Appear?

Paid Search
Ads



Organic
Search
Listings

A screenshot of a Google search for 'montana activities'. The search bar at the top shows the query 'montana activities' with a microphone icon and a search button. Below the search bar are tabs for 'Web', 'Images', 'Maps', 'Shopping', 'News', 'More', and 'Search tools'. The search results show 'About 42,900,000 results (0.26 seconds)'. The top section, highlighted with an orange border, contains 'Ads related to montana activities'. It lists three paid advertisements: 'Montana Vacations' from flyingpigrafting.com, 'Big Sky MT Vacation - Luxury Lodge, Exceptional Dining' from rainbowranchbigsky.com, and 'Montana Worksheets' from lessonplanet.com. The bottom section, highlighted with a teal border, contains organic search listings. It starts with 'Outdoor Activities - Visit Montana' from visitmt.com, followed by 'Official State of Montana Vacation, Recreation, Accommodations ...' from visitmt.com, 'Montana Fish, Wildlife & Parks :: Activities' from fwp.mt.gov, and 'Activities in Montana - Lonely Planet' from lonelyplanet.com. On the right side of the search results, there is a separate column of ads, also highlighted with an orange border, containing 'Montana Worksheets' and 'Tourist Attractions In Montana' from resortsandlodges.com, and 'Visit Montana' from wintermt.com. At the bottom of this column is a link 'See your ad here »'.

Google

montana activities

Web Images Maps Shopping News More Search tools

About 42,900,000 results (0.26 seconds)

Ads related to **montana activities**

Montana Vacations 1 (855) 417 5359
www.flyingpigrafting.com/
All Inclusive Packages Available! Plan Your Trip to **Montana** Today

Big Sky MT Vacation - Luxury Lodge, Exceptional Dining
www.rainbowranchbigsky.com/
Located in Big Sky, **Montana**

Montana Worksheets
www.lessonplanet.com/Montana
Creative Ways to Teach **Montana**.
Get a Lesson Planet® Free Trial.
260 people +1'd or follow Lesson Planet

Tourist Attractions In Montana
www.resortsandlodges.com/
Official Resort & Lodge Review Site
- **Montana** Resorts, Hotels, & Cabins

Visit Montana
www.wintermt.com/
Explore Ski Slopes, Parks & More.
Plan Your Winter Adventure Today!

Montana Whitewater Trips
www.riverwild.com/
Wild, Wet and Totally Fun!
Whitewater Rafting at Glacier Park

[See your ad here »](#)

Outdoor Activities - Visit Montana
visitmt.com > experiences
For travelers seeking to recharge in the great outdoors, **Montana** is the promised land. The challenge is where to start. Raft, canoe or kayak on **Montana's** storied ...

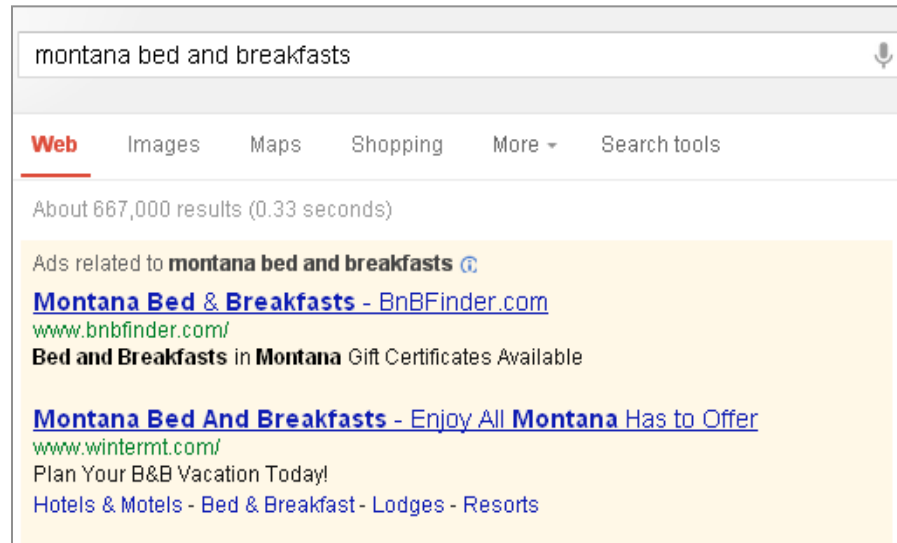
Official State of Montana Vacation, Recreation, Accommodations ...
www.visitmt.com/
Information and tips for travel, adventure, recreation, visiting and vacation in **Montana**.
FREE Montana guidebook - Places To Go - Places to Stay - National Parks

Montana Fish, Wildlife & Parks :: Activities
fwp.mt.gov > Recreation
Montana is a perfect place to enjoy the great outdoors! From its majestic mountains to its rolling plains, **Montana** offers areas to hike, bike, ride, fish, float, and ...

Activities in Montana - Lonely Planet
www.lonelyplanet.com > **montana**
Lonely Planet travellers are voting for the best **activity** in **Montana**. #1 Chico Hot Springs, #2 Big Sky Resort, #3 Bozeman Hot Springs, #4 Bridger Bowl Ski Area, ...

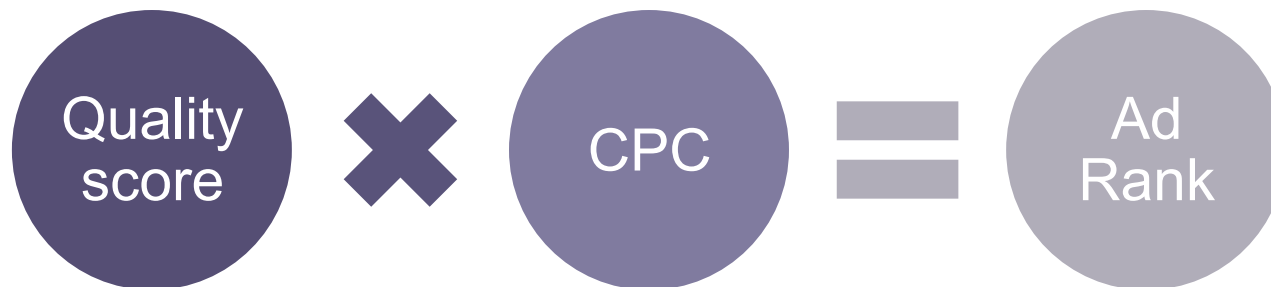


How Are Ads Ranked In The Search Results?



AdWords ads

Ad Rank is determined by an auction of the ad's relevance and the amount advertisers are willing to pay





Los Angeles



New York



London



Tokyo



Search Trends in Travel for 2013

- 1 Online Trends in Travel for 2013
- 2 Winning the Zero Moment of Truth with Search
- 3 SEM Toolkit: Implementation Tips and Resources

Online Trends in Travel 2013

- 1 Consumers are **constantly connected**
- 2 Consumers are **hyper-informed**



Consumers Are Constantly Connected

Today



TELEVISION

GAME SYSTEM

PHONE

COMPUTER

TABLET

Google

Google Search

I'm Feeling Lucky

Advanced search
Language tools

78% of U.S. Internet users
go online to search for information
about products and services.

Online sources considered
before making purchase



18.2



11.7



10.2

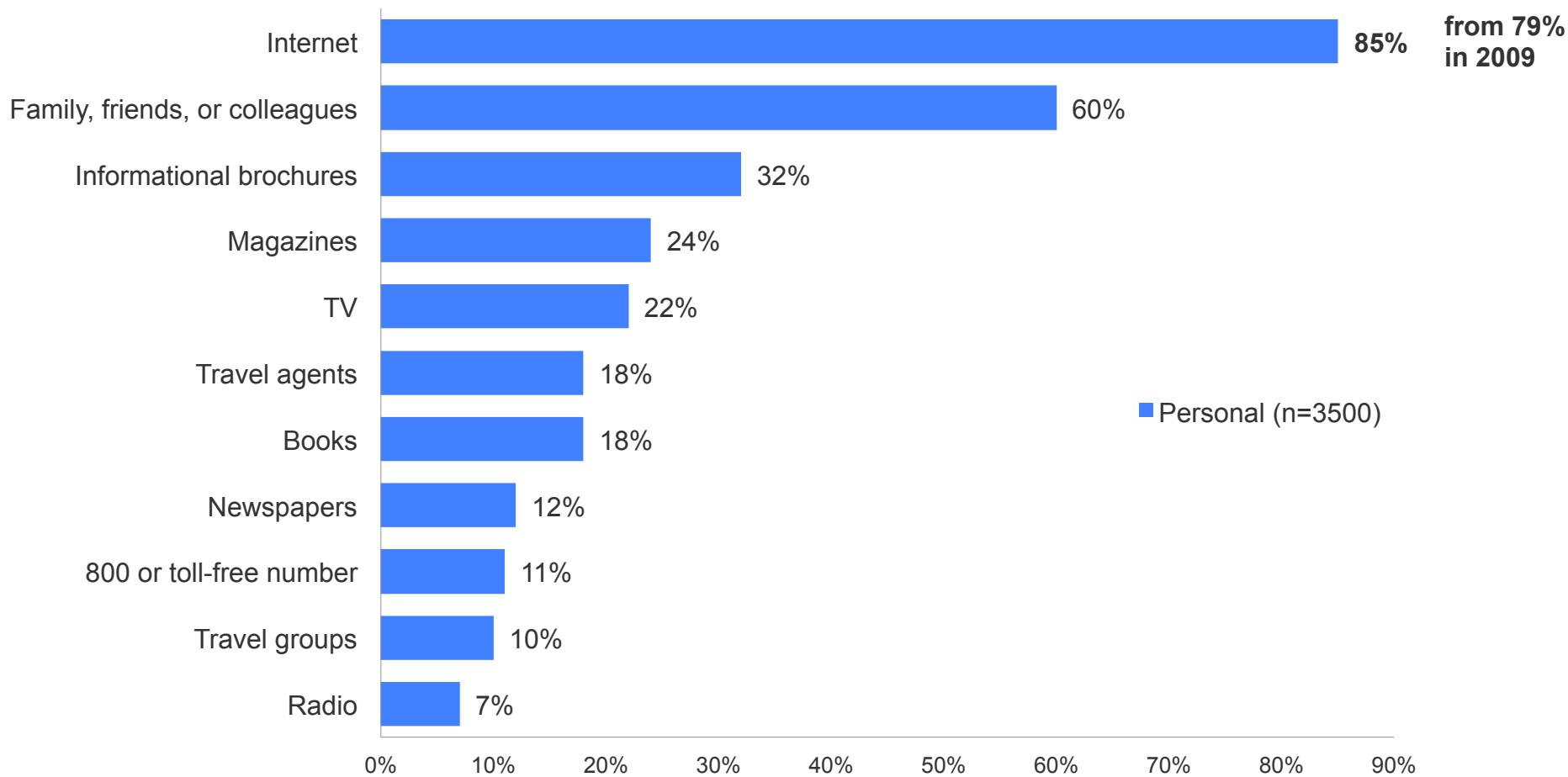


7.0

Consumers Are Hyper-Informed

The Internet is the Leading Source for Travel Planning Information

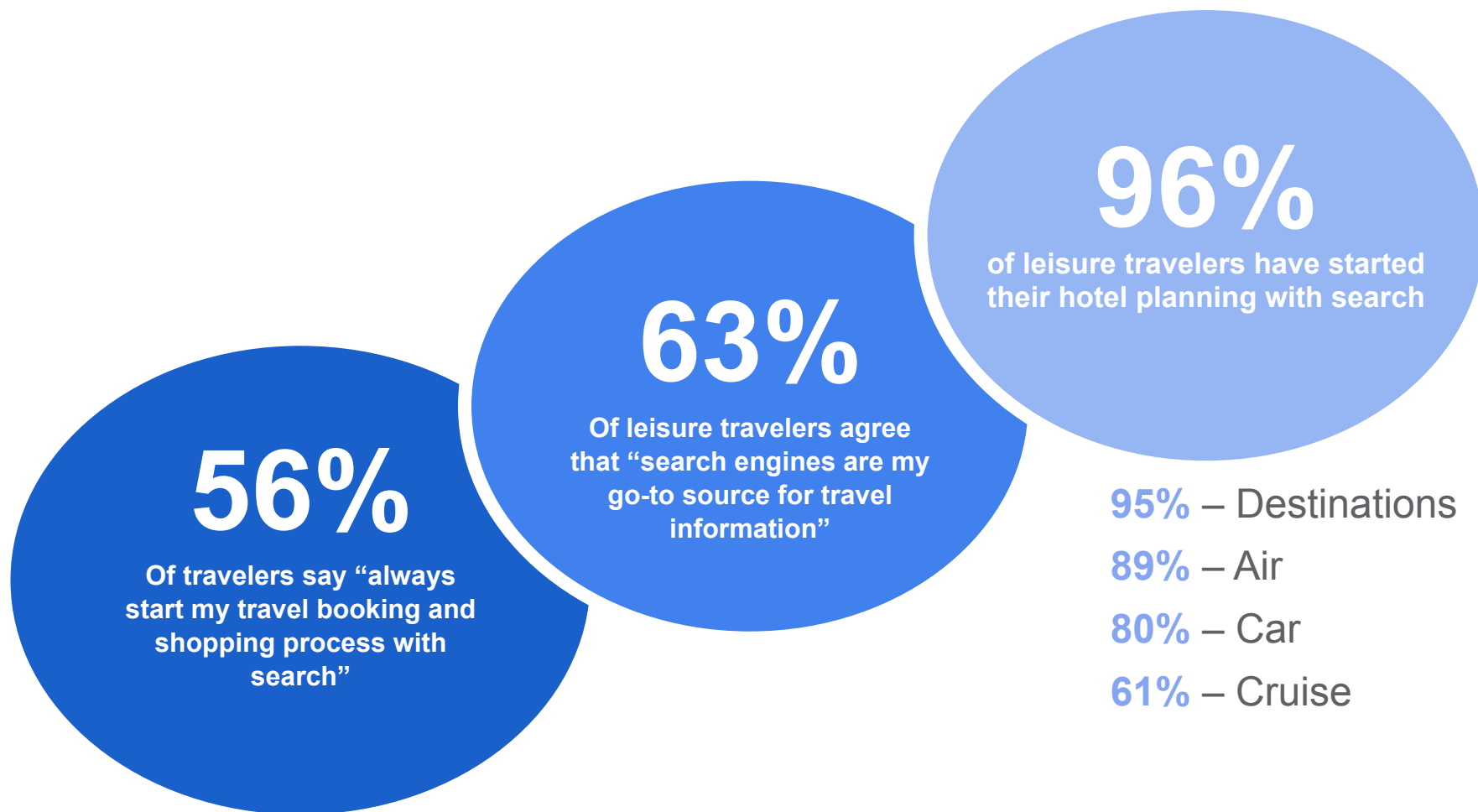
Travel Planning Sources



Base: Personal Traveler 2011 (3500). Business Traveler 2011 (1500)

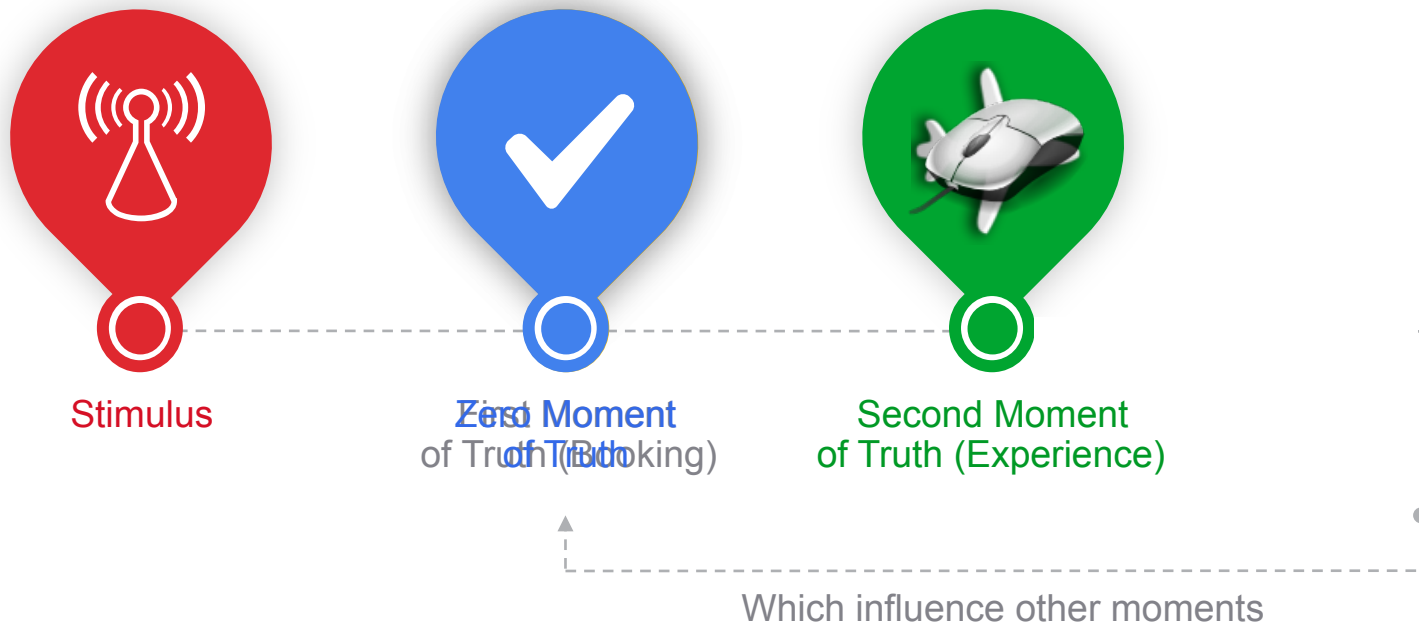
Q: Which of the following sources do you typically use to plan personal or leisure trips/business trips?

And When They Are Online, Travelers Search

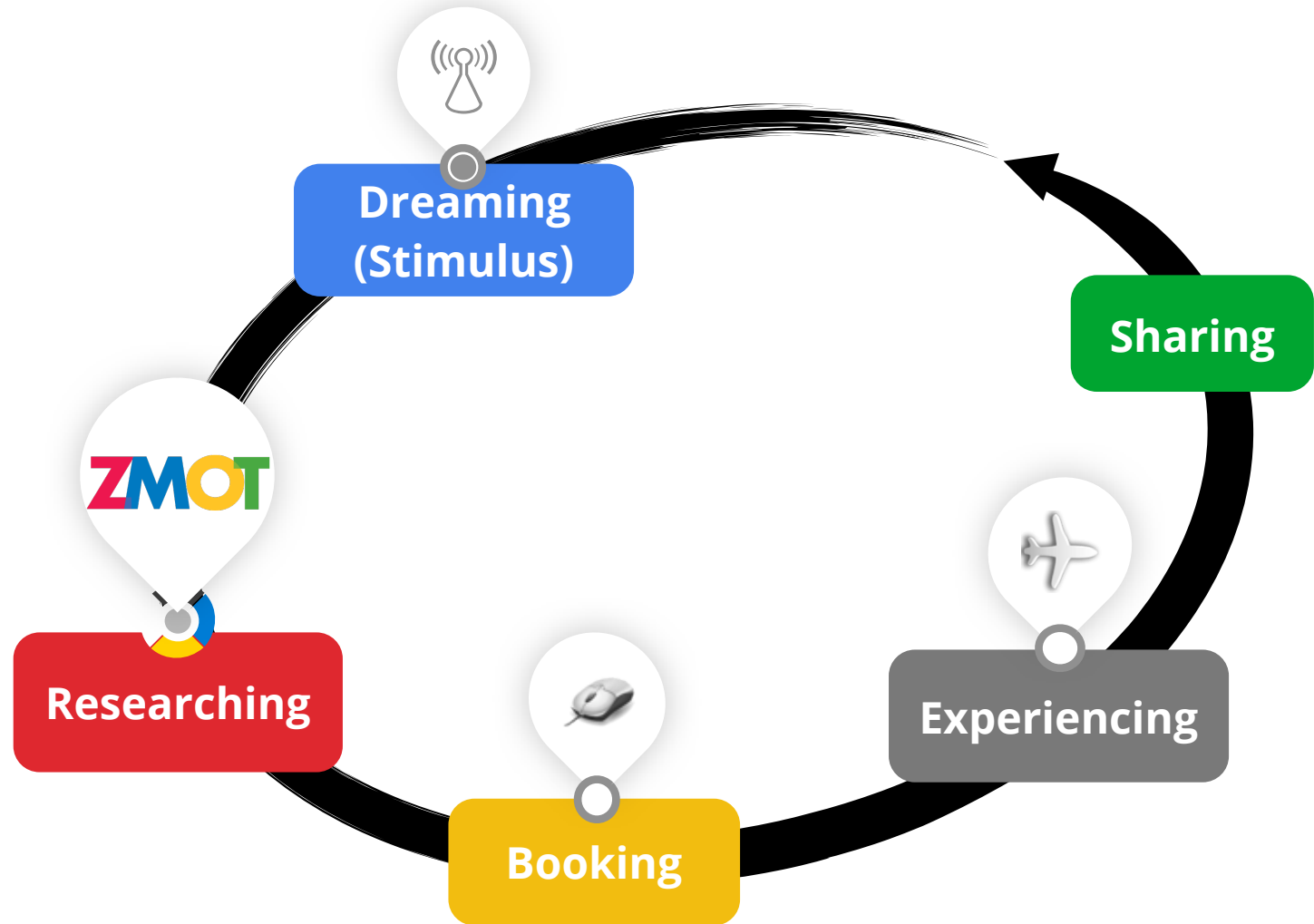


Winning the Zero Moment of Truth with Search

The consumer journey: yesterday... and today



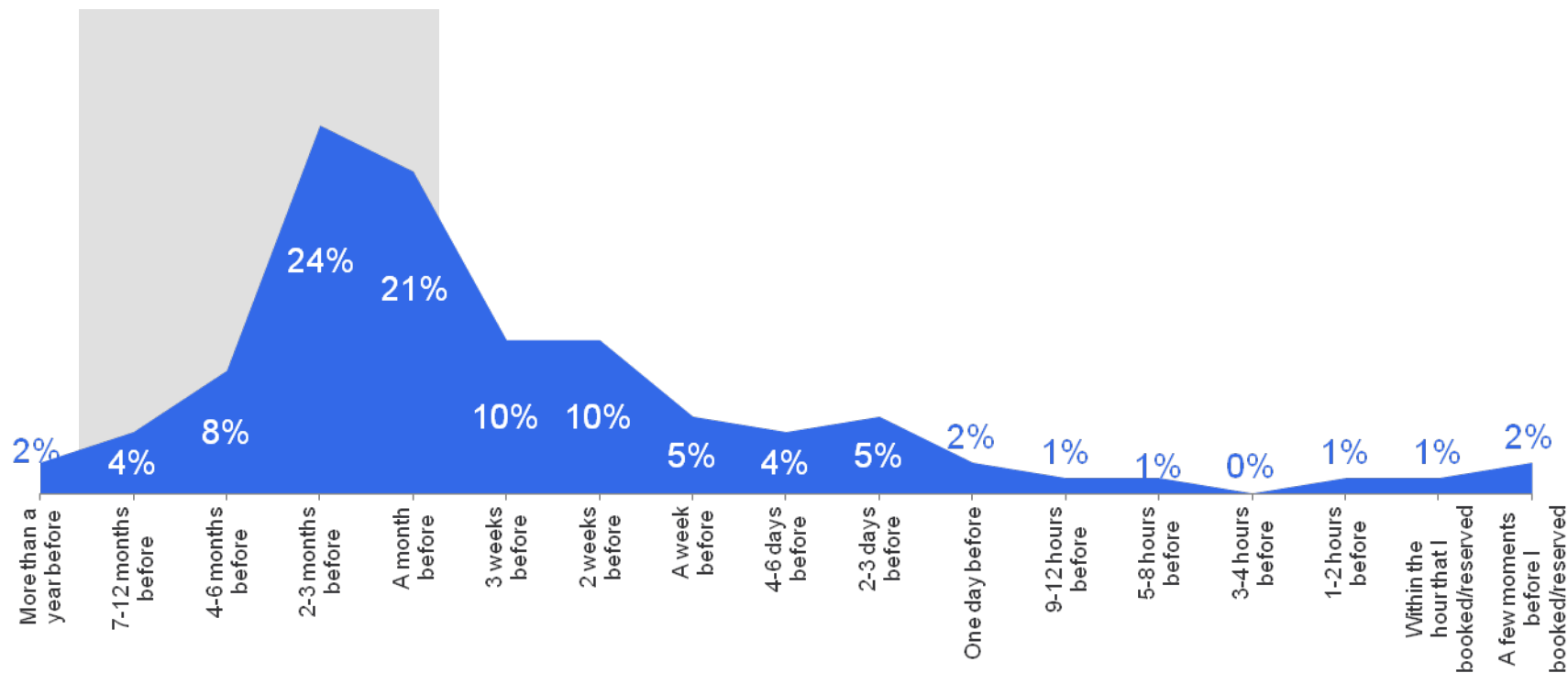
ZMOT and the 5 stages of travel



ZMOT is more than a single moment

Most shoppers begin thinking about their travel purchases at least 1 month prior to booking

“How long were you thinking about purchasing travel before you actually booked/reserved it?”



Source: Google/Shopper Sciences, Zero Moment of Truth Study – Travel, Apr 2011

Q1 For the rest of this survey we would like to focus on the travel you recently purchased. If you purchased more than one travel product, we would like you to think about the most expensive item you purchased for your travel, (e.g., airfare, hotel, etc.) First, in TOTAL, how long were you thinking about purchasing travel before you actually booked/reserved it? Base N=500

ZMOT starts with Search



Visiting Montana



Search

Montana Family Vacations



Search

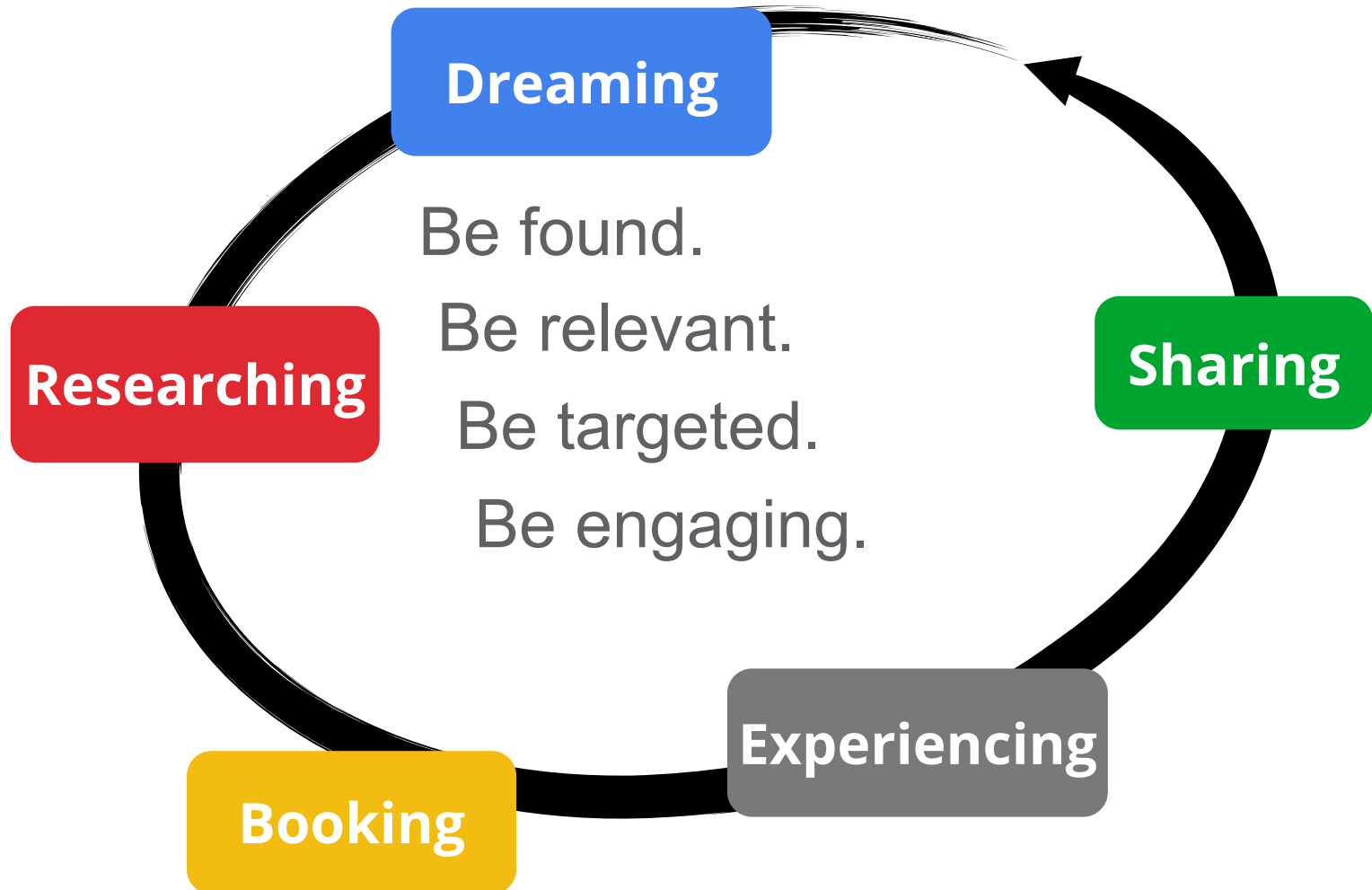
Fly Fishing Montana



Search

How do you win the Zero Moment of Truth?

Reaching your customers at the right moments with the right message



Search Toolkit:

Google Search Basics

Search Engine Marketing (SEM)

Pay-Per-Click (PPC) model

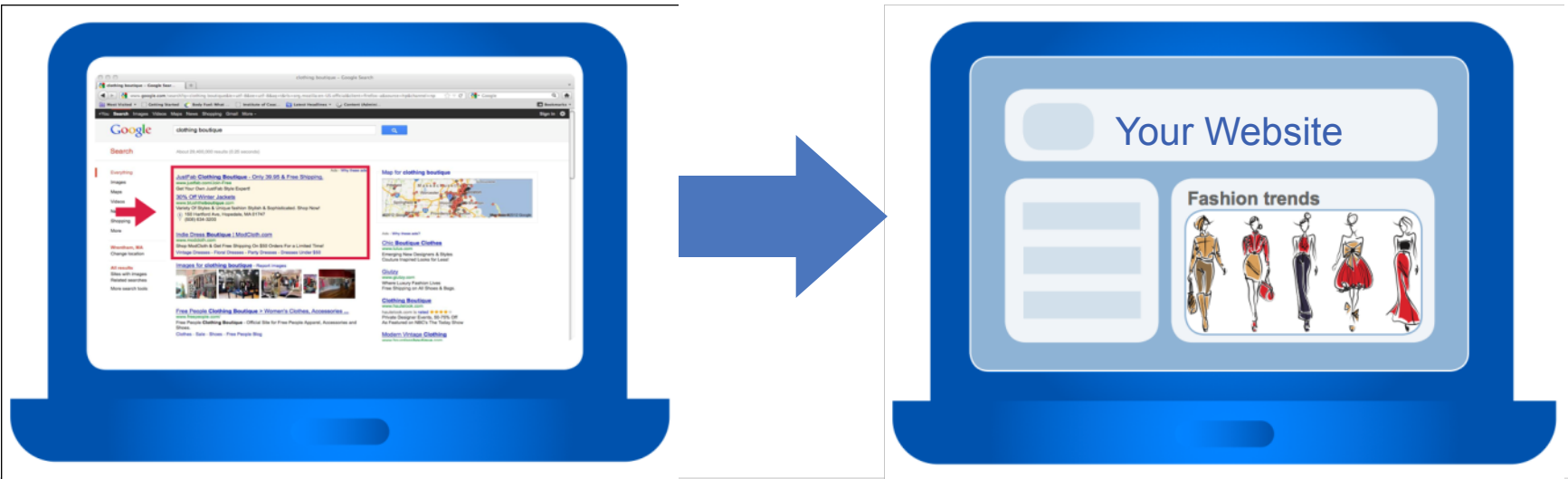
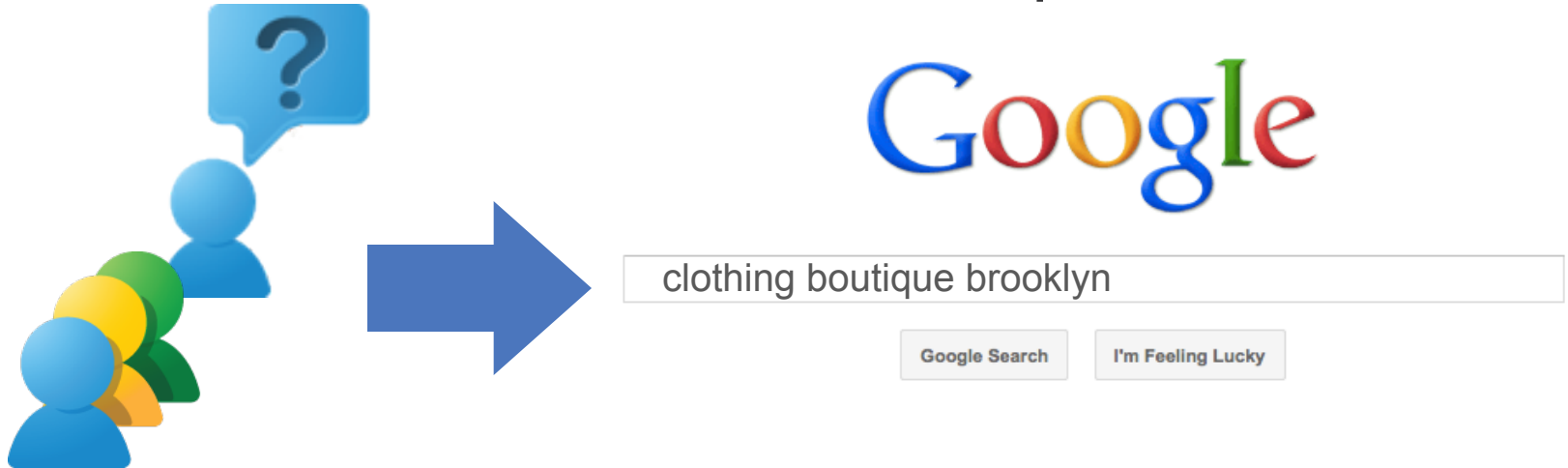
- Advertisers do not pay to show ads
- Pay only for clicks on ads

Google offers two options:

 AdWords (google.com/adwords)

 AdWords Express (google.com/awexpress)

How do AdWords & AdWords Express work?



A Little Bit About AdWords:

- AdWords is an **auction**
- You bid on specific **keywords** that you select for your ad campaigns.
- You get to create **text ads** that will appear when people search for your keywords
- **Your rank** (position on the page) is determined by a combination of your bid and quality score
- **Quality Score** is an estimate of how well Google expects your ad to perform; it depends on many factors, like clickthrough rate, relevancy, and landing page
- Because you pay per click, you set a **daily budget** for each campaign (how much you are willing to spend)
- Four key platforms: **Search**, Display, Mobile & YouTube

AdWords in action

This advertiser pays when someone clicks the ad

Google search results for "new york clothing boutiques". A large blue arrow points from the text "This advertiser pays when someone clicks the ad" to the "New York Womens Clothing" ad, which is highlighted with a blue border.

Search About 6,000,000 results (0.35 seconds)

Everything

- Images
- Maps
- Videos
- News
- Shopping
- More

Nashville, TN
Change location

Show search tools

Online Clothing Boutique | ModCloth.com
www.modcloth.com - ★★★★★ 45 seller reviews
Make Those Style Resolutions Now, & Get Free Shipping on \$50+ Orders!
Dresses - Shoes - Outerwear - Accessories

New York Womens Clothing
www.digsmoda.com
DIGS SoHo Flagship Store Features European Inspired Chic Styles
1 SOHO Shopping, New York, NY 10012
(888) 254-3447

New York Boutique Guide - Discover New York with us
www.boutiika.com/ny
- Local and Emerging Designers
Boutiika San Francisco - Browse all SF Boutiques - Boutiika New York

Top 25 New York Boutiques - New York City Visitors Guide - Tourism
nymag.com/visitorsguide/shopping/boutiques.htm
Our picks for the most popular and compelling boutiques in New York City. ... and tourists alike with its collection of cool, laid-back, très-New York play clothes.

Bundle
bundlenyc.com/
Bundle is the New York City boutique and global e-commerce website that has firmly established ...
★★★★★ 8 Google reviews

Trina Turk Boutique
www.trinaturk.com/boutique/new-york
Learn where to buy Trina Turk women's designer clothing-boutiques across New York, California ...
Place page

Dash Boutique

Map for new york clothing boutiques

Berek Love Collection
www.berekswearers.com
Quality Classy Elegant Valentine Novelty Sweaters Coats Discounts
270 West 38th Street., New York
(212) 575-8433 ext. 112

JustFab Clothing Boutique
www.justfab.com/Join-Free
Only 39.95 & Free Shipping.
Get Your Own JustFab Style Expert!

Women's Clothing Boutique
www.luxagogo.com
Sophisticated luxury basics.
Free Shipping. Easy Returns.

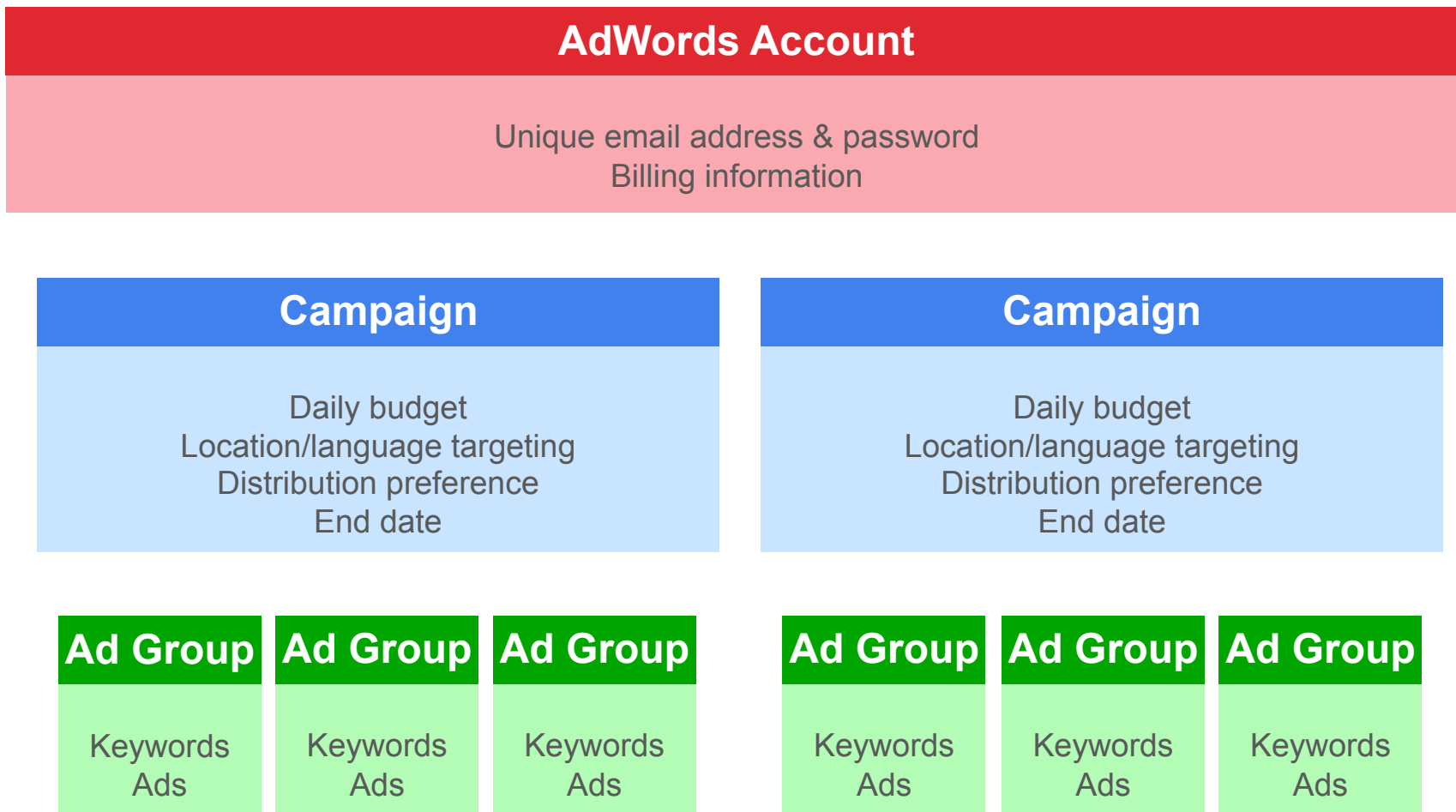
Trendy and Chic Fashion
www.necessaryclothing.com
Find the hottest new styles: shoes, clothing, accessories
501 Broadway, New York, NY
(646) 214-7881

128 Thompson Street
New York
(212) 982-9465

67 Gansevoort St
New York
(212) 206-7383

119 Spring Street

Sample AdWords account structure



AdWords 101 – Anatomy of a Text Ad

HP Digital Cameras

Up To 40% Off Photosmart **Camera!**

Free Shipping on Orders Over \$100.

www.shopping.hp.com

(25)

(35)

(35)

(35)

Montana Vacations - Enjoy All Montana Has to Offer

www.wintermt.com/

Plan Your Perfect **Vacation** Now!

Ski Areas & Resorts - Places To Stay - Things To Do - Cross-Country Skiing

AdWords 101 – Keyword Strategy

Words related to your product or service that **trigger your ad** to show

- 1 Think like a customer when you create your initial list.
- 2 Select more general or specific keywords depending on your goal.
- 3 Group similar keywords into themes.
- 4 Pick the right number of keywords.
- 5 Improve your click through rate with negative keywords.



Keyword
Tool

Keyword Matching

Broad

The default:
ad will appear for queries that
contain all the terms in the
keyword, in any order

hotel

Phrase

Ad will appear when the
search terms are entered in
the original sequence

"hotel"

Exact

Ad will appear only when the
exact keyword is queried –
nothing before, after, or
between

[hotel]

Negative

Prevents an ad from
appearing if the query
contains the negative
keyword

-bed and breakfast

AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

AdWords helps customers find us for their spring gardening needs.

Doug
General Manager, Evergreen Nursery

Start now



Free first time setup service

Call 1-877-721-1742

(9am - 9pm ET, Mon - Fri)

or [request a callback](#)

Already have an AdWords account?

[Login now](#)

How it works

[Reach more customers](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you.



[Sign up now](#)



Keywords are what people search for on Google.



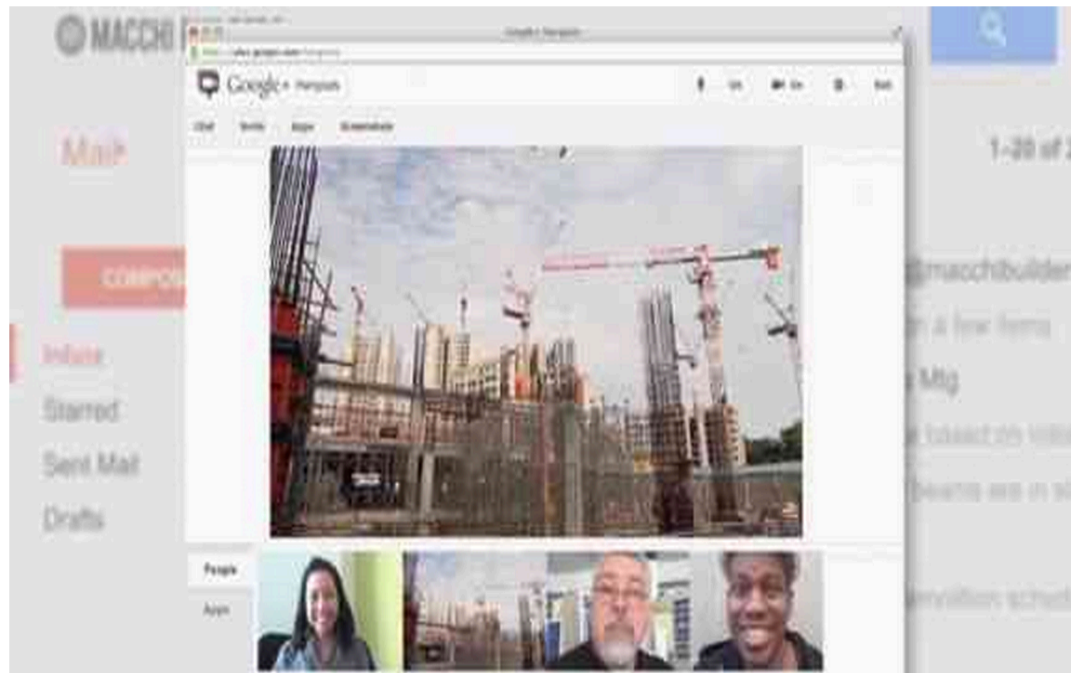
Your ad appears beside relevant search results.

Search Toolkit:

Insight and Measurement

8 Hidden but Powerful Google Tools for Business

Google is far more than a search engine. If you know where to look, you can find a treasure trove of free or practically free tools to help grow your business.



Courtesy Company

Just about everyone uses Google in some form for their business. I'm sure you know about Google Maps, AdWords, Google Analytics, and Gmail. You might also know

What is Google Analytics?

- A free, easy-to-use web analytics tool
- Provides reports showing how visitors found your website, and what they did when they got there
- Measures the effectiveness of your online and offline marketing campaigns



www.google.com/analytics

What answers can Google Analytics provide?

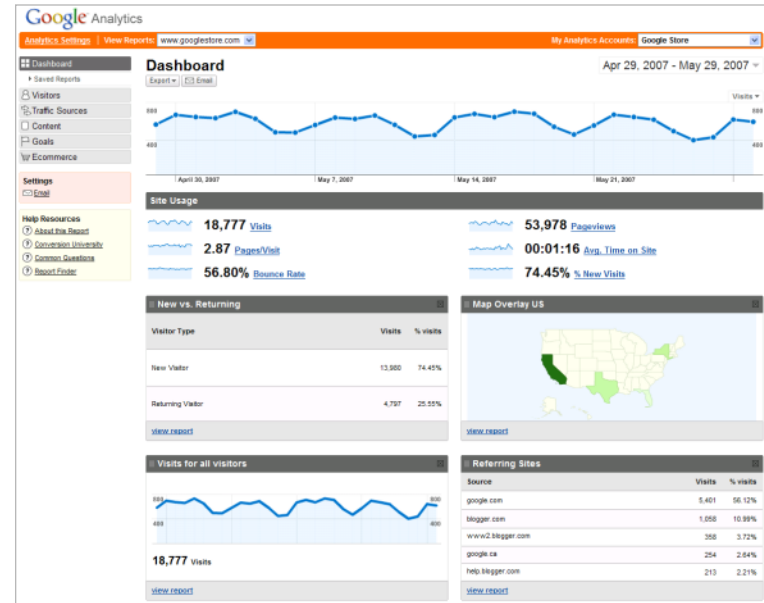
Where are visitors coming from?

What keywords did they use?

Am I creating effective content?

Where are visitors abandoning my shopping cart?

How can I improve site interaction?



Set goals and track performance



AdWords sent 6,146 visits via 9 campaigns

Site Usage		Goal Set 1	Goal Set 2	Ecommerce	Clicks	Views:			
Visits ? 6,146 % of Site Total: 3.11%	Pages/Visit ? 3.32 Site Avg: 2.12 (56.49%)	Avg. Time on Site ? 00:01:06 Site Avg: 00:00:46 (44.06%)	% New Visits ? 91.80% Site Avg: 92.48% (-0.74%)	Bounce Rate ? 58.31% Site Avg: 75.34% (-22.60%)	Total Goal Completions ? 31 % of Site Total: 14.98%	Revenue ? \$1,546.67 % of Site Total: 10.86%			
Campaign		None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	Total Goal Completions	Revenue
1.	Google Store: English - Americas		4,142	4.22	00:01:24	93.41%	46.52%	31	\$1,546.67
2.	Google Store: English - Americas - Co...		1,923	1.42	00:00:28	88.14%	84.35%	0	\$0.00

Google Insights for Search

View what the world is searching for and gain insights for your business

Trends

Web Search Interest: **best restaurant, best pizza, best sushi**. Detroit (United States), 2004 - present.



Explore trends

Hot searches

Search terms ?

× best restaurant

× best pizza

× best sushi

+ Add term

▼ Other comparisons

☒ Search terms

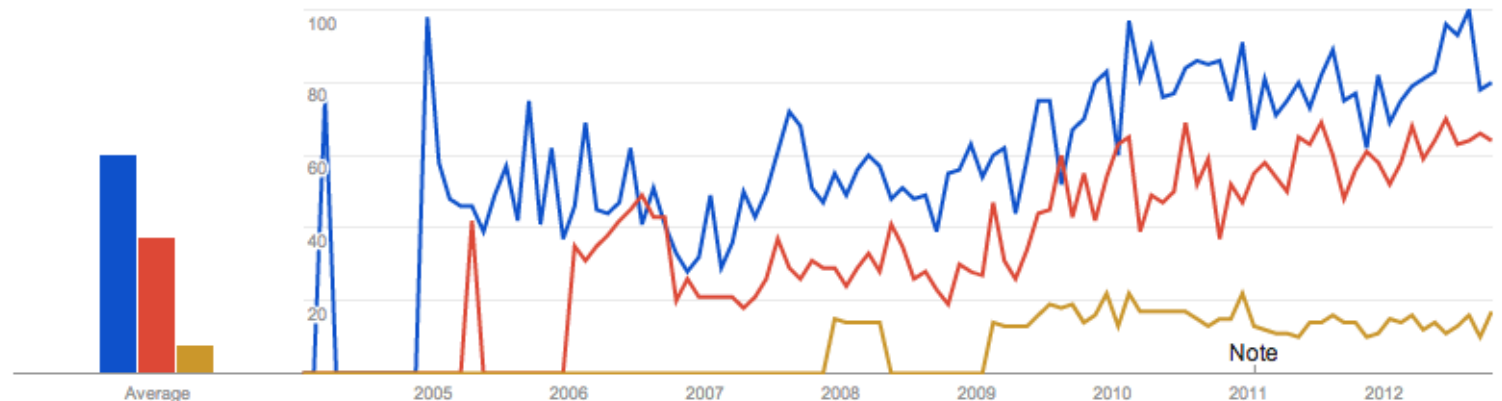
☐ Locations

☐ Time ranges

Interest over time ?

The number 100 represents the peak search volume

☐ News headlines ☐ Forecast ?



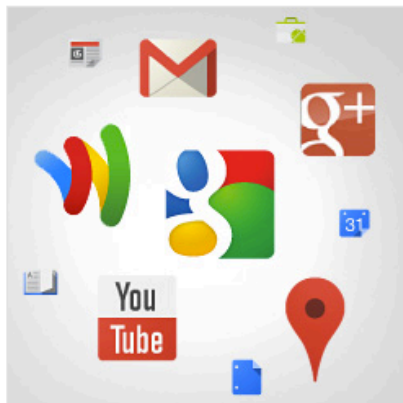
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2

3

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